

Workplace Alaska

Class Specification Information Officer III

Created:
05/23/1997 by Rachel Wilson
Finalized on:

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Class Outline Cat: B
Approved by:

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Class Range: 20
Class Status: Active

Category:
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Class Title: Information Officer III
Use MJR Form: Standard

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Original

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09/25/2008 - Workplace AK spec revision: Added Census Job Code and AKPAY Code fields; Replaced Category field with Class Outline Category; Updated EEO4, SOC, and Class Code fields; Removed DOT field.

Last Update: **EEO4:** B **SOC:** 27-3031 **Census:** 02

Last Update Comments:

Definition:

Under general direction, Information Officers III develop, plan, coordinate and review creative information dissemination programs for a state agency whose programs are highly controversial and subject to extensive public scrutiny; supervise a departmental information section; or serve as the spokesperson for the State's Public Health Preparedness Program.

Distinguishing Characteristics:

Positions allocated to this class are of three types:

- 1) Positions responsible for the public information and publicity duties of a department whose activities and programs are highly controversial. Positions in this option are frequently involved in difficult and intensive public relations assignments that include direct contact with the public and representatives of interest groups who may be opposed to departmental programs and activities; contacts include active mediation in controversial issues as the designated representative of the department.
- 2) Positions that are full supervisors over a departmental information section that includes at least two lower level Information Officers. Positions in this option have substantial responsibility for the exercise of independent judgment in appointing, promoting, transferring, suspending, discharging and adjudicating the grievances of subordinates.
- 3) A single position which serves as the designated representative for the State's Public Health Preparedness Program. This position performs public information and publicity duties for an inter-departmental program that is controversial and under close public scrutiny. The position in this option is frequently involved in difficult, sensitive, and intensive public relations assignments involving potentially high-risk issues related to bioterrorism and public health emergencies. Regular contacts include the media, federal, state, and local government officials, the medical community, emergency service agencies, other interested groups, and members of the public who may oppose the program's efforts.

Examples of Duties:

Plan, develop, coordinate, implement, manage and supervise the public information dissemination activities of the agency.

Coordinate and/or supervise the preparation of news releases, publications, public displays, lectures, web sites, and educational presentations.

Coordinate and/or supervise the preparation and use of the agency's technical material such as photographs, slides, digital images, films, graphic illustrations, charts, maps, sketches and reference materials.

Supervise and prepare reports and brochures from historical and technical field data for public distribution.

Coordinate information programs with other agencies and organizations concerned with similar subject matter functions.

Assist in planning school curricula to incorporate the agency's scientific, technical and research activities.

Answer inquiries and correspondence from the public concerning the agency's activities.

Supervise technical and/or professional staff and assume administrative responsibility for the public information section.

Develop and deliver presentations on behalf of the department; explain department actions to concerned groups; assist in special projects and perform other related work as required.

Knowledge, Skills and Abilities:

Knowledge of technical photographic and digital image materials and equipment, reference sources, and research procedures.

Knowledge of type, content, form, and style of articles required for publication by newspapers, magazines, trade journals, radio and television; methods of presenting results of research.

Skill in writing feature stories and news releases; preparing written and visual materials for radio, television, web sites, lectures and displays; interpretive writing; digesting, editing, abstracting, and condensing technical reports and studies; public speaking.

Ability to plan, coordinate and implement information and education programs.

Ability to work cooperatively with other agencies concerned with the information and education program.

Ability to use originality in presentations and public information campaigns; interpret statistical charts, graphs and tables;

Ability to write articles adapted to the needs and interests of various audiences served by the agency's information and education programs; write in good grammatical style; prepare news releases, newsletters, radio scripts, addresses, lectures and talks; prepare research material for public presentation;

Ability to direct and supervise the work of subordinate personnel; perform administrative and managerial duties; recognize problems and take effective action.

Minimum Qualifications:

A bachelor's degree from an accredited college in journalism, public relations, English, communications media, education, or a closely related field, and four years of specific related professional experience performing:

- a. Journalism, technical writing, or technical research;
- b. Public relations and promotional work; or
- c. Work as an Information Officer with the State of Alaska or the equivalent elsewhere.

OR

A bachelor's degree in any subject from an accredited college AND six years of specific related professional experience.

OR

Eight years of specific related professional experience.

Substitution:

Graduate study in journalism, public relations, English, communications media, education, or a closely related field may substitute for the required experience on a year-for-year basis. (2 semester/3 quarter hours = one month of experience.)

Required Job Qualifications:

(The special note is to be used to explain any additional information an applicant might need in order to understand or answer questions about the minimum qualifications.)

Special Note:

Minimum Qualification Questions:

Do you have a bachelor's degree from an accredited college in journalism, public relations, English, communications media, education, or a closely related field?

AND

Do you have any combination totaling four years of graduate study in journalism, public relations, English, communications media, education, or a closely related field and/or professional work experience in journalism, technical writing, technical research, public relations, promotional work, or work as an Information Officer with the State of Alaska or the equivalent elsewhere?

Or Substitution:

Do you have a bachelor's degree in any field from an accredited college or university?

AND

Do you have any combination totaling six years of graduate study in journalism, public relations, English, communications media, education, or a closely related field and/or professional work experience in journalism, technical writing, technical research, public relations, promotional work, or work as an Information Officer with the State of Alaska or the equivalent elsewhere?

Or Substitution:

Do you have any combination totaling eight years of graduate study in journalism, public relations, English, communications media, education, or a closely related field and/or professional work experience in journalism, technical writing, technical research, public relations, promotional work, or work as an Information Officer with the State of Alaska or the equivalent elsewhere?